

FIG. 1

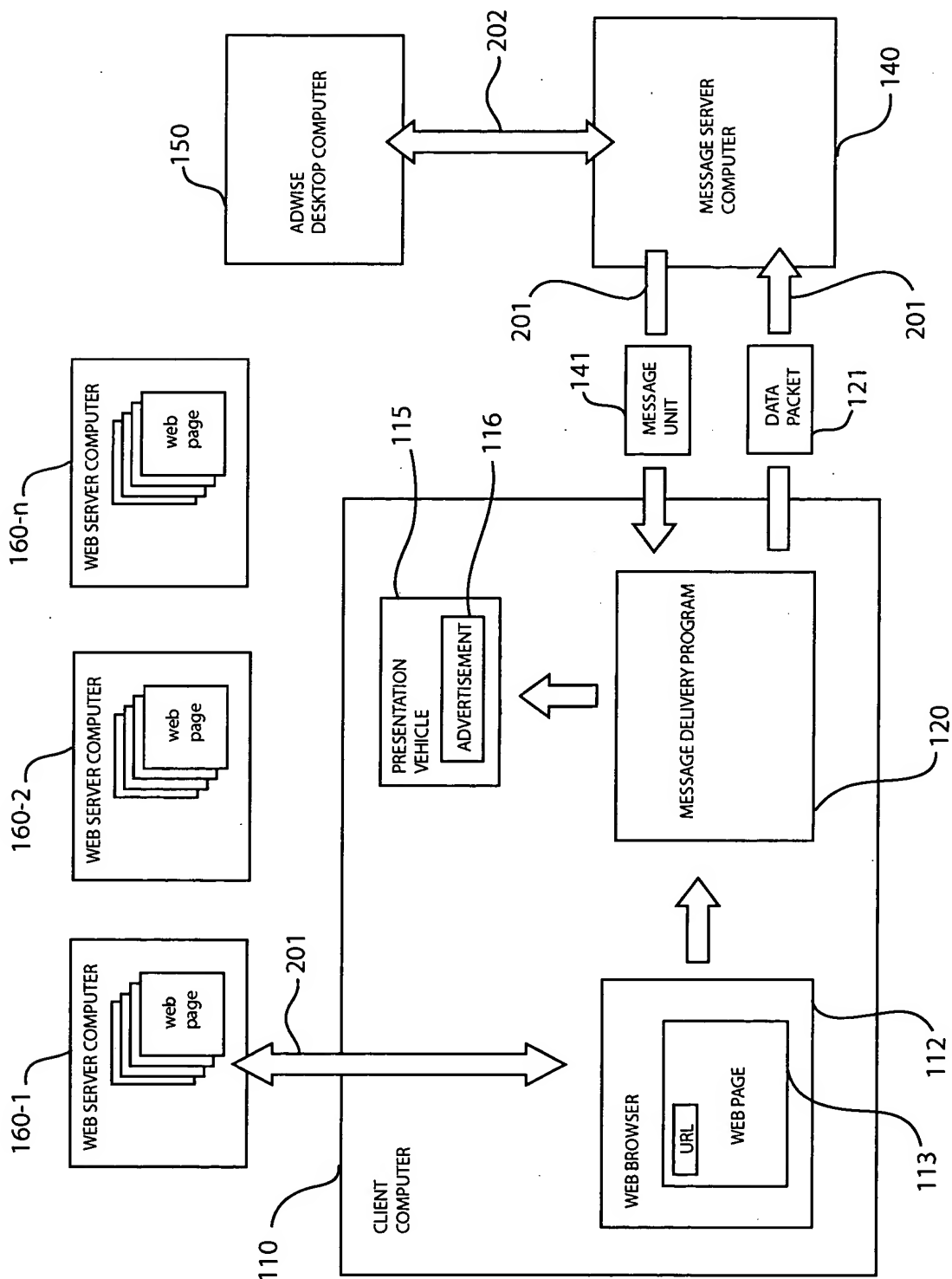


FIG. 2

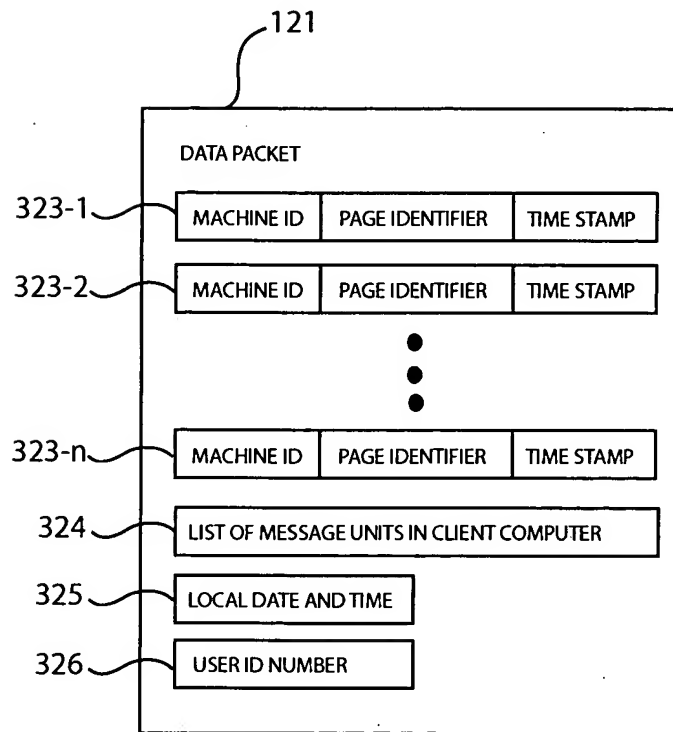


FIG. 3

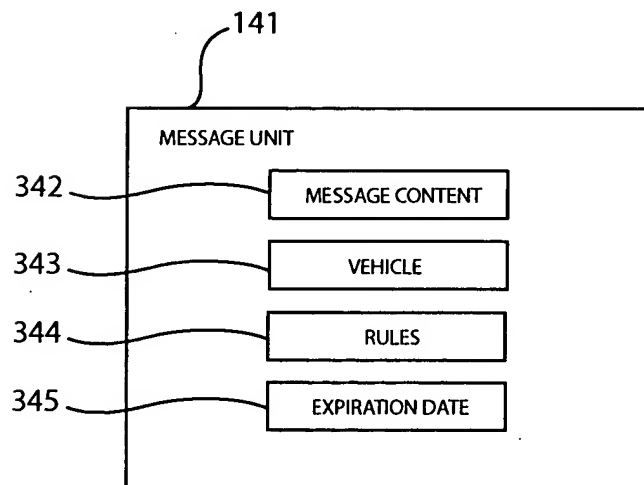


FIG. 4

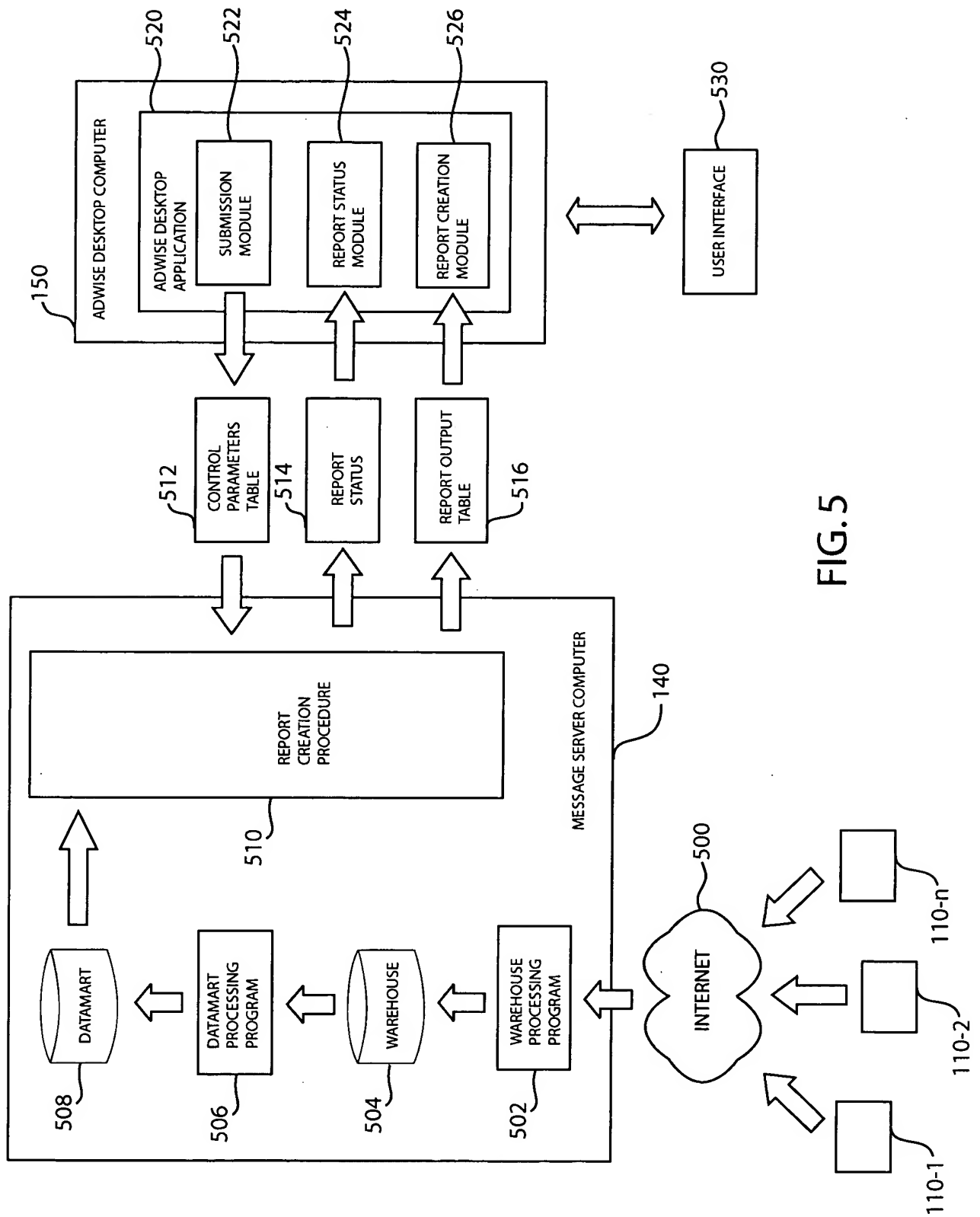


FIG. 5

Kepler - [Form1]
File Admin View Window Help
SKIP SAP Field PR Run Mail Admins
Insight Report Submitter Insight Report Viewer
Month June 2003 Chosen Category: All Categories -> All Domains
Categories/Segments
All Categories
All Domains
Finance/Insurance/Investment
PersonalAds_and_AutoBuy
Search
Travel

URL/Domain Selector
Domain gdc.org URL http://gdc.org Alias gdc
Delete All Select Create Group
Group Name

Report Parameters
Report Name
Month June 2003
Number of Visits (Select One)
Selected Groupings gdc

Domains
Sorted by: Alphabetical
G
g-area.com (Alt:51,816 US:960 Int:50,856)
g-area.org (Alt:22,810 US:423 Int:22,387)
g-ban.com (Alt:291 US:165 Int:106)
g-m-t.com (Alt:957 US:556 Int:431)
g-play.ru (Alt:7,383 US:1,678 Int:5,705)
g-silch.com (Alt:4,542 US:1,784 Int:2,758)
g-vision.net (Alt:1,833 US:1,433 Int:346)
g105.com (Alt:1,875 US:1,651 Int:224)
g2mil.com (Alt:877 US:618 Int:259)
g35driver.com (Alt:1,201 US:1,071 Int:130)
g3cb.com (Alt:905 US:798 Int:107)
g4c.org (Alt:42,659 US:12,646 Int:30,023)
g4tv.com (Alt:11,842 US:11,232 Int:610)
g5.dk (Alt:2,205 US:784 Int:1,421)
g7na.com (Alt:1,319 US:1,223 Int:96)
g7welcomingcommittee.com (Alt:1,838 US:913 Int:785)
ga.gov (Alt:9,150 US:8,857 Int:333)
ga.k12.pa.us (Alt:5,378 US:3,520 Int:1,858)
ga.net (Alt:1,528 US:1,291 Int:237)
gaadviseurs.com (Alt:44 US:44 Int:0)
gab.com (Alt:262 US:182 Int:80)
gabbb.org (Alt:50 US:48 Int:2)
gabell.com (Alt:615 US:717 Int:98)
gabrielmore.com (Alt:52 US:39 Int:14)
gabriel.net (Alt:7,563 US:7,438 Int:525)
gabrio.com (Alt:35,385 US:13,327 Int:21,458)
gabrobin.com (Alt:165 US:119 Int:47)
gabrobin.com (Alt:1,662 US:1,588 Int:76)
gab.edu (Alt:2,672 US:1,992 Int:680)
gab.de (Alt:20,151 US:1,101 Int:20,050)
gabdejo.com (Alt:310 US:102 Int:208)

Domain Search
Search Domain: ebay Search Add to URL Domain selector
DOMAIN URL
☐ acurebay.com http://acurebay.com
☐ chesapeakeebay... http://chesapeakeebay.net
☐ ebay.be http://ebay.be
☐ ebay.ca http://ebay.ca
☐ ebay.co.uk http://ebay.co.uk
☐ ebay.com
☐ ebay.com
☐ ebay.com
☐ ebay.com

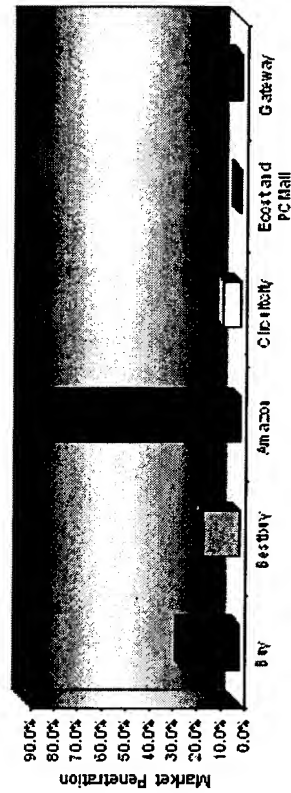
Status
start
Inbox - Microsoft Out...
Reminder for Random...
Kepler - [Form1]
Database Server: Kepler 8/7/2003 10:36 AM

FIG.6

FIG. 7

User penetration within chosen URL sets

URL Set	Unique Users	Market Penetration
Buy	903,178	23.5%
Bestbuy	577,347	15.0%
Amazon	3,312,882	86.3%
Circuitcity	282,277	6.8%
Ecost and FCMall	26,913	0.7%
Gateway	193,286	5.0%
Total	3,838,979	100.0%



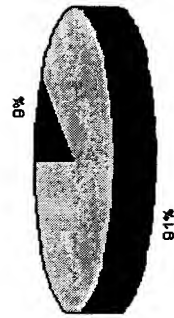
Analyst Notes:

- Of the users who went to the chosen URL sets, 24% went to Buy
- User penetration will not sum to 100% as the buckets made up by the URL sets are not mutually exclusive

FIG.8

Traffic for users who visit the chosen URL sets only once during the analysis period

Single vs multiple time visitors to chosen URL sets



■ Only 1 visit to the chosen URLs etc
 □ Two or more visits to the chosen URL sets



URL Set	Traffic	% of Total
Buy	137,637	40.5%
Bestbuy	18,814	5.5%
Amazon	129,011	38.0%
Circuitcity	13,688	4.0%
Exost and PC Mall	2,611	0.8%
Gateway	37,938	11.2%
Total	339,699	100.0%

■ Buy □ Bestbuy ■ Amazon
 □ Circuitcity ■ Exost and PC Mall □ Gateway

Analyst Notes:

- 41% of users who visited the URL sets only one time during the analysis period went to Buy

FIG. 9

Cross traffic for users who visit the chosen URL sets 2 or more times during the analysis period

	Buy	Bestbuy	Amazon	Circuitcity	Ecost and PCMail	Gateway
Buy	765,539	203,729	611,921	125,565	13,405	53,159
Bestbuy	203,729	558,533	381,317	146,788	9,975	45,374
Amazon	611,921	381,317	3,183,671	176,594	19,166	115,058
Circuitcity	125,565	146,788	176,594	248,589	6,511	25,935
Ecost and PCMail	13,405	9,975	19,166	6,511	24,302	5,247
Gateway	53,159	45,374	115,058	25,935	5,247	155,347

	Buy	Bestbuy	Amazon	Circuitcity	Ecost and PCMail	Gateway	Average
Buy	100.0%	26.6%	79.9%	16.4%	1.8%	6.9%	26.3%
Bestbuy	36.5%	100.0%	68.3%	26.3%	1.9%	8.1%	28.2%
Amazon	19.2%	12.0%	100.0%	5.5%	0.6%	3.6%	8.2%
Circuitcity	50.5%	59.0%	71.0%	100.0%	2.6%	10.4%	38.7%
Ecost and PCMail	55.2%	41.0%	78.9%	26.8%	100.0%	21.8%	44.7%
Gateway	34.2%	29.2%	74.1%	16.7%	3.4%	100.0%	31.5%
Average	39.1%	33.6%	74.4%	18.3%	2.0%	10.1%	29.6%

Analyst Notes:

- 26.6% users who went to Buy also went to Bestbuy
- Buy has a 36.5% penetration into Bestbuy
- the average penetration into Buy is 26.3%
- Bestbuy has an average penetration of 33.6% into it's competitors

FIG. 10

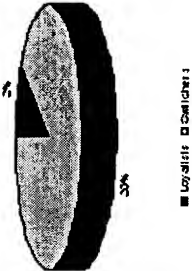
Individual URL set report for Buy.com

# Visits to the chosen URL sets	Users who only visit the URL Set (Loyalists)		Users who visit current URL Set and other URL Sets (Switchers)		Users who never visit the URL Set (Campfollowers)		Total
		%		%		%	
1	137,637	41%	0	0%	202,062	59%	339,699
2+	79,709	2%	685,830	20%	2,733,741	78%	3,499,280

Machines with 1 visit to the chosen URL sets



Machines with 2 or more visit to the chosen URL sets



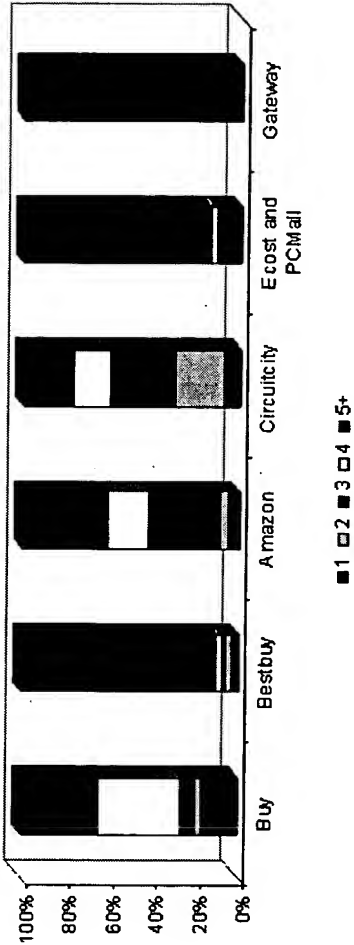
Analyst Notes:

- Of the users with only 1 visit to the chosen URL sets, 59% of them never visited Buy.com
- Of the users with 2 or more visits to the chosen URL sets, 78% of them never visited Buy.com

FIG.11

Frequency of visits to individual URL sets

Frequency of visits	Buy	Bestbuy	Amazon	Circuitcity	Ecost and PCMail	Gateway
1	15%	3%	4%	5%	10%	20%
2	3%	3%	3%	15%	1%	1%
3	7%	1%	25%	21%	1%	1%
4	35%	4%	14%	12%	2%	1%
5+	33%	88%	29%	16%	85%	77%
Average	3.75	5.91	2.83	2.23	4.58	5.25



Analyst Notes:

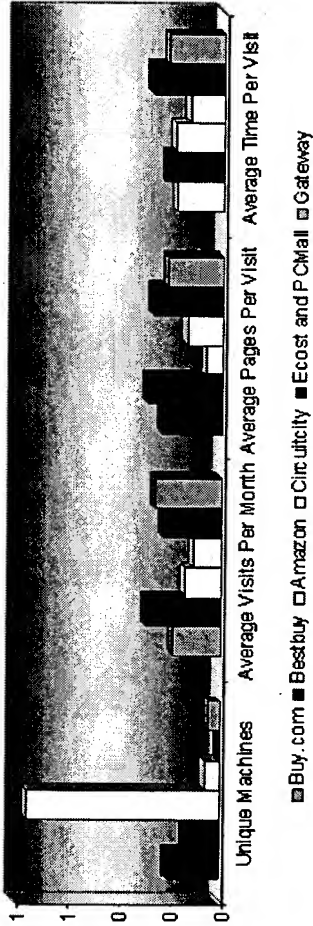
- 15% of the users who went to Buy exactly one time during the analysis period.
- 33% of the users who went to Buy went 5 or more times during the analysis period.

FIG.12

Involvement metrics

URL Set	Unique Machines	Average Visits Per Month	Average Pages Per Visit	Average Time Per Visit
Buy.com	903,176	3.75	3.71	0:16:05
Bestbuy	577,347	5.91	4.60	0:19:28
Amazon	3,312,682	2.93	1.05	0:16:32
Circuitcity	262,277	2.23	2.17	0:11:38
Ecot and PC Mall	26,913	4.58	4.32	0:24:22
Gateway	193,285	5.25	3.45	0:19:03
Average	879,280	4.09	3.22	0:17:51

Involvement Metrics For Chosen URL Sets

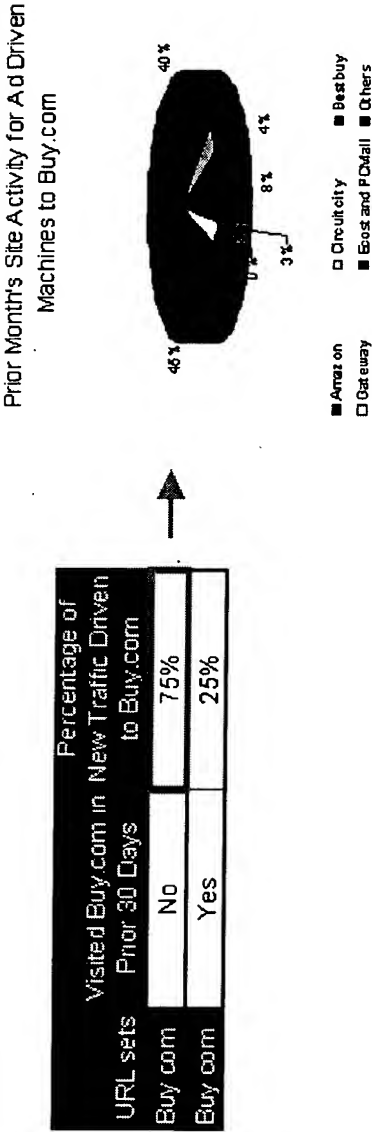


Analyst Notes:

- Visitors to Buy.com visit an average of 3.75 times per month.
- Visitors to Buy.com view an average of 3.71 pages per visit.
- Visitors to Buy.com spend an average of 0:16:05 per visit.

FIG. 13

Advertising summary for Buy.com:
Gator advertisement impression recipients



Analyst Notes:

- 75% of Gator ad driven users to Buy.com has not been to Buy.com in the prior month.
- Of the Gator ad driven users to Buy.com that has not been to Buy.com in the prior month, 40% has been to Amazon

FIG.14

Top domains visited by click driven users to Buy.com ranked against the Gator base

Domain	Percent of impression driven visitors to Buy.com	Percent of Gator Base	Index
Top 20 domains visited by impression driven visitors to Buy.com sites, ranked by Index			
matchmaker.com	2.69%	0.82%	326.21%
astrology.com	3.76%	1.96%	192.59%
digitalcity.com	4.79%	2.60%	184.52%
travelzoo.com	21.87%	11.92%	183.52%
travelocity.com	7.64%	4.29%	178.00%
lycos.com	32.95%	18.53%	177.82%
travelnow.com	2.31%	1.42%	161.98%
americaningles.com	11.30%	7.50%	150.66%
piceline.com	3.59%	2.56%	140.21%
match.com	6.24%	4.45%	139.95%
askmen.com	2.04%	1.47%	138.84%
earthlink.net	5.53%	4.00%	138.46%
discovery.com	3.93%	2.94%	133.50%
webpower.com	3.51%	2.64%	132.93%
prodigy.net	2.86%	2.23%	129.27%
infospace.com	9.34%	7.28%	128.35%
date.com	2.37%	2.27%	104.62%
amazon.com	25.48%	25.00%	101.83%
bestbuy.com	2.66%	2.94%	91.27%
geocities.com	28.86%	38.00%	75.85%

Analyst Notes:

- 2.69% of click driven visitors to Buy.com also visit matchmaker.com compared to only 0.82% if the Gator base
- Gator click driven visitors to Buy.com are 3 times more likely to visit matchmaker.com than the Gator base

FIG. 15